



(ESTABLISHED JAN. 1, 1914)

TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 2, 1954

Auto Show Opens Here Tomorrow

Paul's Chevrolet Starts 7th Year

With the arrival of its 1955 Chevrolet, Paul's Chevrolet, at 1640 Cabrillo Ave., is continuing to expand, maintaining its position as Torrance's oldest and one of the largest new-car agencies.

From its start in 1947 in a small building with eight employees, the firm now employs 41 persons in a 43,500 square foot area, which includes a new car showroom, used cars, body, paint, and mechanical shops, and office facilities. A veteran of 24 years with the General Motors Corporation, owner Paul D. Loranger was head of that firm's market analysis in Detroit when he left in 1947 to found the local Chevrolet agency.

Urges Local Sales
Loranger, who is also president of the Chamber of Commerce and a past president of the Kiwanis Club, urged local citizens to buy their new cars locally, in order to provide the sales tax revenue to the city. During 1954, Paul's was one of the largest contributors to the sales tax of the city, with 980 sales of new and used cars. Of the 41 employees there, 12 are new car salesmen, two used car salesmen, three managers, three men in reconditioning work, six body men, three in the parts department, eight in the service and mechanical department, and four in the office. K. D. Figgins is general manager, while other department heads are Paul Underwood, new cars; B. D. Ficklin, used cars; Margery King, office; Lloyd Baker, parts and accessories; Don Wright, body and paint; and Don Poulson, service and mechanical.

DeSoto Agency Growth Revealed

The completely restyled 1955 Plymouths and DeSotos are being displayed in a completely restyled building this year — at the Whittlesey Motor Company's showroom at 1600 Cabrillo.

Remodeling of the building marked expansion of a firm which made its first appearance in Torrance in 1951. It completely remodeled building includes several new facilities—a used car building, two offices for salesmen, a general office, and a relocated parts department.

During the three years it has been here, the firm has grown from 11 to 23 employees. Begun as a partnership, The Whittlesey brothers, Matt and George, incorporated this year.

M. B. Whittlesey, for many years assistant sales manager for the Lakes Tractor and Equipment Co. in Michigan, is president, while George, associated with McCollum Buick in Hermosa Beach for many years, is vice president.

Service Available
Complete auto service is available at Whittlesey's with complete equipped body, mechanical and paint facilities. Used cars are available in the lot to make up a half-block from the main offices, at 1640 Cabrillo.

Department heads are Walter (Herald Photo) and Lou Blake.

office manager; Larry Lane, used cars; Earl Donnellson, parts; and Earl Gerloff, body shop.



(Herald Photo) **MATT WHITTLESEY** . . . Showing off the new lines of the Plymouth and DeSoto at the auto show will be the president of Torrance's Whittlesey Motors.

(Herald Photo) **GEORGE WHITTLESEY** . . . Planning to demonstrate the newer features of DeSotos and Plymouths at the auto show is the vice-president of Whittlesey Motors.

FATAL MISHAPS
Fatal traffic crashes in 1953 involved 41,700 men and 4,100 women.

AUTO SHOW
1955 MODELS

Be prepared to get an exciting
NEW idea of motoring, when first you eye and try the car that is destined to make automobile history in '55.

Complete Line of 1955 Models to be on Display

From Noon to 10 P.M.
Fri., Sat., Sunday

Huge Neon Sign To Mark New Lot

Torrance will sport the biggest neon sign this side of Inglewood when Torrance Lincoln-Mercury, South Shore, opens its new used car lot on the corner of Marcelina and Cabrillo Aves. about Jan. 1.

The new and used car company will expand its present facilities at 1336 Post Ave., to include the new lot. Under general manager Cal Morgan, the firm opened in Torrance in 1952. The company itself has another office, first opened in Hermosa Beach in 1946. The company is growing fast, Morgan said, and last year sold over 100 cars here.



(Herald Photo) **CAL MORGAN** . . . The manager of Torrance Lincoln-Mercury, South Shore, will be at the auto show to tell visitors what's new with his cars.

AUTOMOBILE USE
About 42 million Americans go to and from their jobs daily in their automobiles. About 17 million other Americans ride motor vehicles to school, to shops and other activities.

Ford Dealer Wins Agency Contest

Continued expansion has marked the record of Oscar Maples Ford Agency, 1420 Cabrillo Ave., since the firm changed hands last February.

Topping the list of achievements was the firm's victory in a contest among 162 Ford dealers in four western states for the greatest percentage increase in car sales over a two-month period. During the period, Maples' sales jumped 365 per cent.

This achievement won trips to Mexico City for new car manager Vel Milovich and used car manager Byron Harry, and a trip to Bermuda for owner Oscar Maples.

Maples took over the old Schultz and Peckham Ford Agency last February after a number of years as a new car dealer in Los Angeles, and in Independence, Mo.

Since coming here, he has been active in TV, radio, and newspaper advertising both for his agency and in promoting the city. He is a member of several civic organizations.

With 48 employees, Maples has a new car showroom, two used car lots, and complete body,

Three-Day Show Opens at Noon

Residents of the Greater Southwest will be given a chance to see all of the new 1955 automobiles now being shown by Torrance dealers when the First Annual Auto Show opens at noon tomorrow in the Civic Auditorium, Cravens and El Prado in downtown Torrance.

Torrance's five new car agencies have joined forces to bring residents of the area a gigantic showing of the new automobiles now glistening on the showroom floors of the city.

Included in the show will be the new Chevrolets, DeSotos, Chryslers, Plymouths, Lincolns, Fords, and Mercury.

Briggs Chrysler To Get Imperials

When the Briggs Motor Co., at 1850 Torrance Blvd., starts selling the Imperial, for the first time, a separate line, in early December, it will mark continuation of facilities of a company that began 18 months ago.

After 25 years as a market owner in San Pedro, owner Fred Briggs got his Chrysler and Plymouth dealership in Torrance in 1952. He returned from World War II service in the Coast Guard, and sold cars for a time after selling his market. Briggs feels that honesty and fair trading have been the keystones of his business. During the past year, he sold about 250 cars.

The Briggs firm now contains a new car showroom, used car lot, and service department, employing 13 persons. Wayne Plumley heads the sales department and four salesmen, while Earl Schoffand serves as service manager. Mrs. Briggs is office manager.

Facilities in the service department include body and paint work, as well as motor work.



(Herald Photo) **FRED BRIGGS** . . . Features of the 1955 Plymouths and Chryslers will be shown to the public this week-end by the owner of Briggs Motors.

Instrument Panel High Point in Car

The center of interest in the new Chrysler interior is the instrument panel.

Safety is the frank keynote, and the design faithfully carries out this very functional theme without making it obvious. Instead, skillful styling has resulted in the most beautiful instrument panel ever designed for a Chrysler car. Emphasis has been placed on the Chrysler safety pad—introduced in 1949. For 1955 this glassproof roll has been altered, increased in depth and extended to flow around into the doors—creating a definite "cockpit" feeling.

Its wide protecting lip effectively prevents annoying instrument panel reflections on the windshield. The instrument panel itself curves sharply down and in under the roll of the shelf, then reverses and forms a gentle roll in the opposite direction. Its uniform section across the car creates a feeling of extreme interior width and spaciousness. The control dials arrayed along the roll, formed under the protecting lip of the safety pad in a main central portion of the panel which is painted in a light color. Slim chrome strips separate this color from the darker harmonizing shade on either end of the panel. The entire lower roll of the center panel is trimmed in chrome.

In the average working day Chevrolet's 19 manufacturing plants pour roughly 6 1/2 million pounds of castings, forge over 3 1/2 million pounds of hot steel and shear and form rolled steel into 3 million pounds of everything from intricately formed light fenders to heavy gauge brake pedals.

REYNOLDS KNIGHT

Auto Industry Slips Into High Gear, Takes Steel Firms Along

The nation's economic pace-maker, automobile industry, slipped into super-high gear for 1955, carrying the equally important steel and iron industry along with it. Several important steel producers announced last week that they were rationing purchasers of cold-rolled sheets, principal form in which steel moves to the motor car makers. This is the result of a wave of demand not only from automobiles but also from household appliances makers who use quantities of such sheets.

Coal mining, which had fallen below eight million tons a week, moved up almost to nine million. This rise, partly seasonal and partly due to increased demand for power to form metal, in addition to steel mills, called for more coal to make large blocks.

Broadly perked up with this new stirring of activity. More steel and more coal moving checked the long slump in car loadings. In the first nine months of 1954 profits of the newly industrialized Eastern Districts were down some \$140 million from the like period of last year, but the last quarter isn't expected to be so far off.

LANGERS BEST A-BOMB — More than 11,000 persons who theoretically might otherwise have starved were fed substantial meals of beef, stew, ham, beef, cake, and coffee recently in a Chicago suburb. In the first

mass-feeding test conducted in conjunction with a simulated atomic air raid. The test used banks of huge commercial gas ranges, counter parts of those on which are cooked 95 per cent of the 65 million restaurant and hotel meals served throughout the nation daily. They were fueled by liquefied petroleum gas, the bottled gas that provides the cook, water-heating, and comfort-heating needs of some 7 million rural and suburban homes.

Civil Defense officials said the test far surpassed expectations as to the speed with which the gas ranges could be trucked to the test site, unloaded and uncrated and connected to the fuel supply. They staged the mass-feeding to assure themselves no insupportable hardship would be suffered by residents of the nation's second largest city if its public utilities were knocked out by an air raid.

THINGS TO COME — A home knitting machine will turn out a sweater in two hours, or a dress in seven. . . . A sun-operated gadget rolls up store awnings when the sun isn't bright, rolls them down again when it shines. . . . Do-it-yourself has reached the home heating plant. A kit with everything but the furnace is offered. . . . Used car lots and farm markets are offered winter heating from fused quartz lamps which throw heat instead of light.

1953 Republic Aviation Corporation, which has a long history,

in American aircraft production, won a contract competition for U. S. Army Air Corps planes costing somewhat more than \$20,000 each. Today's military planes like Republic's F-84F Thunderstreak, the Air Force's first swept-wing fighter-bomber, cost 10 to 20 times as much. Giant bombers cost even much more than that.

However, says Mundy J. Peale, Republic's president, the taxpayer today gets more aerial bang per buck. The Thunderstreak, for example—a one-man, single-engine plane—can carry an atomic bomb. In the select 600-mile-per-hour plus class, it has the speed that enables it to fly high-altitude interceptor missions. Equipped for in-flight refueling, it has the great range needed on escort duty. It has been launched and retrieved by a big bomber in flight.

Building a modern jet plane like that, Peale says, requires the skills of 38 different kinds of engineers, 231 other classes of technicians, 20,000 machines and 4000 assorted sizes, shapes and kinds of raw materials.

A LITTLE SWEETENING — The Agriculture Department has just announced addition of 50,000 tons to the year's sugar quota, bringing it to 3,550,000 tons for 1954. This time last year, or a little later, sugar use for this year was fixed at 8 million tons, and 200,000 tons were added in March.

Thus ends a guessing game between sugar importers and refiners

and the Department, which has been going on for more than a month. When the domestic beet crop turned out better than expected, the price of sugar went down. The Department threatened to lower the quota unless the beet growers got more for their sugar.

Finally, wholesale consumers of sugar decided Uncle meant it. began to bid up the price. After a 7 per cent advance, the Department reversed itself, found that holiday baking needed the extra 50,000 tons.

Not too important in itself, this maneuvering foreshadows a real struggle in Congress next year when the Sugar Act of 1948, which fixes an elaborate system of quotas and commands the Secretary of Agriculture to manipulate them for the greatest good of the greatest number, must be renewed or supplanted.

BITS O' BUSINESS — Aluminum production set a quarterly record of 743.5 million pounds in third-quarter 1954. . . . Construction activity in October, at \$3.5 billion put in place, was an all-time high for the month. . . . Television set production in September was the greatest in any month in history—947,796. . . . Corporate dividend payments in October amounted to \$594.2 million, up \$40.9 million from the year-earlier month.

TRAVEL PEAK
More than 6 million persons visited the Great Smoky mountains national park and Blue Ridge parkway in 1953.